

December 1st

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"





For a man's Christmas gift

NOTHING to equal Forsyth Shirts for a man's Christmas. He buys them for himself because he knows their quality—quality that's guaranteed.

In shopping for a man's Christmas gift the Forsyth label is a sure safeguard. It does more than promise satisfaction—it guarantees it.

Forsyth Shirts for Christmas giving are now featured at the best men's shops from coast to coast. John Forsyth Limited, Kitchener, Canada.

The Guaranteed
Forsyth
SHIRT

A Christmas gift any man will be sure to appreciate is a Forsyth shirt of

Genuine English Broadcloth

It looks like silk, feels like silk, costs less than silk—and wears better than silk!

There's a vast difference in broadcloth shirts. Ask for the genuine super twoply imported broadcloth, made in England exclusively for Forsyth—and get the best.

Every Forsyth Shirt is fully guaranteed!



The closed body running room where the first phantoms, ribs and headstamps are used for the running of closed cars.

Designed by Vincent Stone, Buick

In Union There Is Strength

GENERAL MOTORS is a combination of business interests. It is a research organization; it is a multitude of manufacturing industries; it is a distributing company; it is a financial institution. Not only because of its great size, therefore, but because of the harmonious union of interdependent organizations each of great size, General Motors products uniformly lead in their respective fields. They lead in quality—in value—and in public acceptance.

GENERAL MOTORS OF CANADA LIMITED

OSHAWA, CANADA.

CADILLAC CHEVROLET McLAUGHLIN-BUICK
OAKLAND OLDSMOBILE GMC TRUCKS

Honestly Built, Honestly Managed

At no time in the history of Canadian Pacific building, financing or operation, have "insiders" ever profited at the expense of the shareholders or of the public.

In the early days of the Canadian Pacific it was the practice elsewhere on this continent for railway companies to turn out their auxiliary services, express, telegraph, terminals, etc., sold-owned insiders, and there would have been little criticism of the Canadian Pacific had it followed the common practice.

But it did not—all its services and auxiliary sources of revenue were conserved for the benefit of the railway service as a whole. No group of insiders ever made a dollar at the building or financing of the road.

Quoting from the annual address of Lord Dufferin as in 1918 he said—

"Lord Grenville appearing to lines purchased or leased in perpetuity, coal mines, metal mines, smelters and other assets that now play such an important part in the Annual Balance Sheet of the Company, might also have been covered and acquired by what are commonly known as the 'insiders' had any such spirit inspired the Board of Directors from time to time, but not a penny was permitted to slip through such a channel. Indeed, it might be said that while the individual credit of Directors was no more than an occasional asked and freely granted at the initial stages of a transaction, no consideration was ever given excepting the refund of out-of-pocket expenses and bank interest, nor was anything more expected."

In that paragraph there is an illuminating view of the principles which have governed the management of the Canadian Pacific.

They are principles of every day common honesty such as govern every private, going business man in his relations with his partners and the public.

Because of adherence to those business principles the Company has grown strong financially, has maintained its ideals of public service and has achieved its proud position as the greatest transportation system in the world.

CANADIAN PACIFIC

An Honestly Built and Managed Railway

Company's financial gains are measured by Directors. Canada Pacific has the largest \$1,000,000 of annual earnings in the world and a 100 per cent, dividend last year to the common stock at 100.

It is reported to date the year of 1931, the annual earnings being \$1,000,000 in 1930. The company has no more profits at Canada Pacific than at home.

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HOW DO YOU BUY CANNED FRUITS?

—by the old "hit-or-miss" method of taking any brand that's offered
—or by the only sure way—knowing exactly what quality you want—and
always insisting on getting it under a brand that you really know?

There are too many varying qualities to buy canned fruits by guess.

Too many hundreds of brands!

If you want to be certain of quality, you must know which brand will give it to you, then make sure that you get that brand.

That's why it's so important—so really worth your while—to ask for and to make sure that you always receive canned fruits under the DEL MONTE label.

You always know in advance exactly what DEL MONTE quality is—the same uniform goodness in every variety—the same assurance of satisfaction, no matter where or when you buy.

To be quality-sure always insist on this well-known dependable brand. No substitute for quality! Say DEL MONTE—and you will always be sure of that fine flavor and goodness you want.

Order by the dozen cans—the convenient way.

Send For This New Book

Write us today for our new collection of favorite fruit recipes contributed by America's best known cooking authorities. It contains scores of suggestions you are sure to like. For your free copy address Department 39A, California Packing Corporation, San Francisco, California.

PEACHES ~
packed two ways
for your convenience

No doubt you know the delicious flavor of Del Monte Peach Halves. But do you know that you can also buy Del Monte Sliced Peaches ready to use just as they come from the can?

Does that increase the many delights, help ways to serve them. They make so many other recipes delicious. For instance, on a breakfast table—on lunch or on your wife's lunch dressing—or for a simple dessert of vanilla—between layers of cake or gelatin—with cream or custard—soft or hard—crunches, eggs and nuts. Be real smart, all of them—so good that you'll want sliced peaches often.

A supply of both kinds on your pantry shelf—sliced and whole—will help you serve many a smart company.

Just be sure you say **DEL MONTE**



Harvey Hosiery for Her this Christmas

Just try to think of something more acceptable to any woman than a box or a pair of beautiful hosiery. Easy-made Harvey silk hosiery with pointed toes.

The superb ankle-fit, the soft often smoother of the pure silk used in the manufacture of these wonderful hose and the delightfully smart elastic, combine to make them the most acceptable of gifts.

Then, too, you can absolutely rely upon their quality and style, because they are Harvey made. Ask

any reliable dealer about Harvey production—hosiery or underwear — his answer is your guarantee.

A single pair or a half-dozen pairs will be most acceptable to any woman. Make Harvey hosiery your gift this Christmas. They are sure to please. Harvey silk hosiery is made with square or pointed toes in all the new and wanted styles. Also in silk and wool in a variety of styles and shades.

If your dealer does not sell Harvey Hosiery, write us direct.

Made Only by

HOSIERS LIMITED

WOODSTOCK, ONT.

To the Trade—Full range of hosiery and underwear may be seen at our sample room, 44 Adelaide Street, Toronto



For Women Who Like Nice Things Harvey Tailored Underwear this Christmas

A pair of the new "Harvey-Made" women's with pointed toes, or square toes, in any shade desired.

Every woman enjoys the supreme assurance of knowing that she is well protected and well-dressed. From her fitting, kind to her skin and feet, she must be comfortable, sturdy and luxuriously styled.

In her quest of comfort, she overlooks none of its subtle details—harmony of color, beauty of fabric, beauty of line.

She knows it is not enough to choose goods which can be purchased. She knows more than that.

Therefore, in the always subtle underthings which have been skillfully designed and carefully cut.

Harvey underwear has been the choice of grade women for many years. In the history, its great style and its better fitting have made Harvey underwear an indispensable part of every wardrobe. Because of this, Harvey underwear means safety for her choice in style, variety of underthings impossible to obtain in any but the Harvey made ones.

The garments shown in the illustration come in black of limited quantities only in the case of the "Harvey-Made" and in colors mentioned and silk in the "Black-Made".

Made by

HARVEY KNITTING CO., LTD.

WOODSTOCK, ONT.

To the Trade—Full range of hosiery and underwear may be seen at our sample room, 44 Adelaide Street, Toronto

Chocolates
Milk Chocolate

for a merrier
XMAS 1938

The Perfect Gift Candy

As you know, husband, father or friend, you can make no mistake when you put Milk's at the top of your gift list.

The beautiful packages, the pure and delightful chocolates to make the very special of your Christmas wish.

Only here it is, and that's just one that has tasted Milk's. They have no idea of what a fine chocolate is really like.

From holiday wishes of Milk's Gift Packages in 10, 25, or 50, you can now be obtained in every neighborhood in Canada.

Let your Christmas Gift Candy be Milk's

national autonomy and the rights of the people to a democratic government. They were not without great success. They were not without great success. They were not without great success.

as a world in which the male will be a being alone. The female will be a being alone. The female will be a being alone.

German Revival Boon to U.S.P.

Claim Made United States Need Not Fear Germany's Economic Rehabilitation Because of Mass Production Ability

ALLEN JAMES HARRISON

CONSIDERING that the period of recovery in Germany will be an intense one, it is not surprising that the business community in America is looking for the signs of a new boom. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.

from both and by the skill in development of building facilities almost was able to emerge rapidly in its economic life. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.

When the war, Germany was in a state of economic collapse. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.

The shock of the war in England was not less than in Germany. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.

Germany's economic revival is a boon to the United States. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.

The revival of business in Germany will be a boon to the United States. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface. The signs of a new boom are not far from the surface.



"The Beauty of Wood Is Only Skin Deep"

THAT BEAUTY is only skin deep is one of those generalizations which everyone has heard. But it is not always true. The beauty of wood is only skin deep. The beauty of wood is only skin deep. The beauty of wood is only skin deep.

In the Craftsman-People Furniture, there is a practical application of beauty's deepest depths in the form of industrial art.

Only the skilled craftsman can create the form of the Craftsman-People Furniture. The beauty of wood is only skin deep. The beauty of wood is only skin deep. The beauty of wood is only skin deep.

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THE NEW STORE IS IN THE LATER CRAFTSMAN-People.

HESPELER FURNITURE CO., LIMITED, HESPELER, ONTARIO



A Gift that is Practical
and Pleasing

Again the Christmas Season! The gift question is a live subject. Much planning. Suggestions given and received. Everybody happy in the choosing of gifts for father, mother, brother, sister, relations and friends.

But the real joy comes from having selected a gift that will give lasting satisfaction to the recipient. What could be more practical, more useful than an Eveready Flashlight. Everybody wants an Eveready. There are twenty-two different styles to fit every purpose and purse. Evereadys for Boy Scouts, for Dad's motor car and boat. For Mother to light up dark closets and corners.

Everybody on your list will appreciate an Eveready Flashlight. You can buy them at electrical, hardware, drug and sporting goods stores and garages. You will find the right Eveready at the right price and save hours of shopping.

CANADIAN NATIONAL CARBON COMPANY, LIMITED

EVEREADY
FLASHLIGHTS
& BATTERIES
-they last longer

Continued from page 31

It was criticized by an *anti-fur* letter-writer, who called it "bad money" for the marketplace. But because of their ignorance of *Spinozian* concepts he overlooked that he was using an *anti-fur* card with its exposed *id* (*anti-fur*)—perhaps truly the *id* of opposition that operates in *anti-fur*.

Preserving Wrecking Troves
THEY were taught money stole fathers (the proverbial thief of borrowing clothing) and in lands where money is a luxury, that the bonds for which the clothing had to be traded. To those higher goals it had been the practice, particularly in Western Canada, to invest something systematically. Goods were purchased only because of profit and with an idea of increasing value. War broke out. Security rules dominated. Wills, insurance even had to be protected. A sudden twist had been introduced. In the

ings, but it was obviously under the influence of the "new" ideas. The "new" ideas were the ideas of the "new" generation, the ideas of the "new" generation, the ideas of the "new" generation.

The next most extensive category dealt government experiments which can compare with our model: there is only one test method of biological homekeeping—experiments in which model organisms were used as cleaning houses for the test population in experimental effects.

Archaeologists have more or less had the way toward an *ethnography* of a vanished civilization. Two years ago the University of Rochester's John P. O'Sullivan, then on the faculty, described procedures along similar lines based on information from a prehistoric site in the Adirondacks of this state. Such surveys, he says, in the instance of Florida, are for the Cities of Windward and Windward, N.C. More public, he says, are being in the United States.

The Institute of Quebec is ahead of others in regard to a department of the physical environment, relying on a system of resources and scientific research. In the words of Joseph Dugas, president of the National University of Sciences: "The department has been in existence for five years and is making valuable scientific contributions to the Quebec line of the overall production of scientific advancement in Quebec. It has main-

Wash's Where Your Money Goes

HOWEY you can see what because of the money, you can lose your sense of contentment. The following table outlines the distribution of tax funds in previous Canadian cities. From these figures, which are based on data compiled by the Office of Statistics (Statistics of Canada), you will be able to determine the specific direction of every dollar of your tax contributions, where the bulk of every tax funded dollar has led. (This changes after each local election and each improvement levy collected under general government.)

[illegible]

Outlaws of the Trail

“Way, MaMa,” Ezzie responded heartily. “We’ll have no party here and be on right up. Come along.”

THE mother upheld them as they reached the fire and retreated around the corner of the camp. He refused to come around by fence and insisted on the usual approach. The man's eyes held a

[illegible]

"We are traditional," says Mr. Ford, "as we believe in a system of free enterprise in which every municipal problem is solved locally. Citizens are vitally interested in obtaining independent advice and recommendations when issues are believed to affect their communities in other parts of the program. Various forms of municipal enterprise are favored, by statute or otherwise, if the Government-investor is convinced, in the majority of municipalities, that after 10 to 15 years' operation, a community grows stronger and more open when the present municipal department has been altered which will be of great importance."

The expectation of those systems which are attempting human-like operation in managerial tasks and the systems of automation may prove to be completely unrealistic, thereby placing the level of work under constant pressure. Will it reach that?

It is noted that we maintain our interest in the progress of the country, and we are sure that the people of the country will be able to do so.

In view, then, of the resulting, even-
stranded or large programs—particularly
in purchasing in Capitalist credit, above-
riding view of the last view as the present
upon our projected ending funds in an
effect to examine the significant status
funds—full continuously short of the
actual, structural requirement of each
of any one end, available to other
members of the system as members, it is

[illegible]

for 40 years
The World's Christmas Gift

The purchase of Waterman's is a gift into eternal content.

Over 40 years ago Waterman's produced the first fountain and ballpoint pens and pens. Constantly improved, the Waterman's ball pen was guaranteed the highest standard of quality, and has since stood as a mark throughout the production of perfection.

Exclusively grey in color, your pen is finished with a distinctive grey band. Waterman's is distinguished by its simple design, a sleek grey line in design, and is known the Waterman's gift. Pen, Waterman's is a gift for all.

There is no other in the gift line when buying a gift. The elegance of the gift is the elegance of the gift. The elegance of the gift is the elegance of the gift. The elegance of the gift is the elegance of the gift.

There are three sizes—The Waterman's Ball, the Waterman's Ball, the Waterman's Ball. The Waterman's Ball, the Waterman's Ball, the Waterman's Ball. The Waterman's Ball, the Waterman's Ball, the Waterman's Ball.

Selection and Service at the Best Price

Waterman's
The Gift that is First

Waterman's
Fountain Pens
Ballpoint Pens

Earn Money for Christmas

This is the real harvest time of the year for thousands of our friends who get out every year about this time as our work and extra handsome additions to their Christmas spending.

It's only a few weeks now and we'll all be in the rush and bustle of Christmas gift-giving time, and if you want to be in good luck this year—let's help you.

Every season we help young boys and
 use of all ages to enjoy their Christmas
 is easy, it is dignified and it takes po-
 tentials and arrangements. There's no
 you can't do as hundreds of others do.

Start at once—Use the response

Agency Division: MAILING MAGAZINE: 7

Phone Call me here to learn more about money for Ch

Address _____

388

111

MACLEAN'S MAGAZINE TRAVEL SECTION 

TO THE **Mediterranean**

Directed to 200 Goals...Less than Half Casualty

At/Magellan Cunard S.S. "SCYTHIA" (1914-1915)

"GOOD MORNING"
Always when you serve

**CHASE & SANBORN'S
SUPERIOR
BLACK TEA**

150 CANS

Real Economy in the Office

The Model is one of the most popular office machines in the world. It is a real economy in the office. It is a real economy in the office. It is a real economy in the office.

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Neuritis

Neuralgia, Sciatica and Sciatic-Rheumatism

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CARBONA
Cleaning Fluid
The only cleaning fluid that is safe for all surfaces. It is a good way of life. It is a good way of life. It is a good way of life. It is a good way of life.

SAVE \$1.00 TO \$5.00
The American Store Shop
WALTER P. FURB
1001 St. Lawrence St.
Montreal, Quebec

St Jude's Extra Thin STUDEBAKER
The Insured Watch
The Insured Watch

SENT FOR
DOWN!
Only \$1.00. The balance on delivery. The balance on delivery. The balance on delivery. The balance on delivery.

Watch Chain FREE!
Mail Coupon for FREE
Mail Coupon for FREE

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Winter Driving Demands New Spark Plugs

Champion Spark Plugs

If your car is hard to start on cold mornings, new spark plugs will greatly reduce the trouble. The spark plugs are made of a special material that is resistant to cold.

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Champion Spark Plug Co. of Canada, Ltd.
Windsor, Ontario

CHAMPION

Dependable for Every Engine

COMMUNITY PLATE

Lovely Gifts \$1.00 to \$10.00

Every piece shown here furnished in all patterns



PIERCE ROUND SERVER \$3.75
Bird of Paradise Design Illustrated



COLOR MEAT FORK (Small) \$2.25 Each
(Large) 2.75 Each
Adam Design Illustrated



TEASPOON \$4.25 Set of Six
Adam Design Illustrated
FIVE O'CLOCK TEASPOON \$4.25 Set of Six
TABLE SPOON \$4.50 Set of Six



PIERCE BON BON SPOON \$2.50 Each
Patrician Design Illustrated



ROUND BOWL SOUP SPOON \$8.50 Set of Six
Patrician Design Illustrated
BOUYILLON SPOON \$8.25 Set of Six



INDIVIDUAL BUTTER SPREADER \$7.50 Set of Six
Grosvenor Design Illustrated
BUTTER KNIFE \$1.60 Each



ORANGE SPOON \$7.00 Set of Six
Patrician Design Illustrated



BBY SPOON \$1.25 Each
Bird of Paradise Design Illustrated
Baby Fork \$1.25 Each



JELLY SERVER \$2.25 Each
Sheraton Design Illustrated



INDIVIDUAL SALAD FORK \$8.00 Set of Six
Grosvenor Design Illustrated



OLIVE SPOON \$2.00 Each
Bird of Paradise Design Illustrated



BERRY SPOON (Small) \$3.00 Each
(Large) 3.75 Each
Bird of Paradise Design Illustrated
SUGAR SPOON \$1.60 Each



PIERCE PASTRY SERVER \$4.50 Each
Grosvenor Design Illustrated

HERE are Christmas Gifts that are more than messengers of sentiment, even though modest in cost. Their beauty and enduring service will be instantly appreciated when the eagerly removed wrappings disclose their identity — the most desired silverware of all — COMMUNITY PLATE.